

## Message Text

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ACTION COME-00

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R 191009Z DEC 75

FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 2527

INFO AMEMBASSY ADDIS ABABA

AMEMBASSY DAR ES SALAAM

AMEMBASSY GABORONE

AMEMBASSY KHARTOUM

AMEMBASSY LOURENCO MARQUES

AMEMBASSY NAIROBI

AMEMBASSY PRETORIA

AMCONSUL ASMARA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY MOGADISCIO

UNCLAS LUSAKA 2476

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJECT: PROPOSED FY 1977 TRDE PROMOTION SCHEDULE EASTERN AND  
SOUTHERN AFRICA

REF: USDOC 18573

1. OF FIVE PROPOSED EVENTS FOR ZAMBIA TECHNICAL SALES SEMINAR  
IN INTEGRATED AGRIBUSINESS HAS BEST POTENTIAL. WOULD HOPE  
USDOC COULD RECRUIT SEMINAR PARTICIPANTS WITH BROAD EXPERIENCE  
IN DEVELOPING COUNTRIES ABLE TO ADDRESS DUAL PROBLEM OF IMPROVING  
AGRICULTURAL PRODUCTION AND INTEGRATING TRADITIONAL FARMERS\*  
WHO CONSTITUTE OVERWHELMING BULK OF POPULATION, INTO DEVELOPED  
AGRICULTURAL SECTOR. EMPHASIS ON TECHNOLOGY ALONE WOULD BE OF  
INTEREST, BUT PROBABLY PERCEIVED AS LESS RELEVANT IN THE PRESENT  
ZAMBIAN CONTEXT.

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2. PROPOSED FEB. 77 MOTOR VEHICLES MAINTENANCE CATALOGUE SHOW COULD ALSO BE SUCCESSFUL IN SPITE OF PREDOMINANCE OF EUROPEAN MANUFACTURED ROAD VEHICLES AND OLIGOPOLISTIC NATURE OF ZAMBIAN VEHICLES MAINTENANCE INDUSTRY. BELIEVE CATALOGUE SHOW CONCENTRATING ON HEAVY DUTY TRANSPORT EQUIPMENT WOULD HAVE MOST IMPACT.

3. PROPOSED MARCH HEALTH CARE INDUSTRIES TRADE MISSION HAS LEAST POTENTIAL FOR SUCCESS. ZAMBIA PRESENTLY UNABLE UTILIZE HEALTH CARE EQUIPMENT ALREADY IN PLACE AND MEDICAL STAFFING PROBLEMS LIKELY TO WORSEN WITH GRZ DECISION NATIONALIZE ALL MEDICAL CARE FACILITIES. PROPOSED MISSION HAS ADDED DRAWBACK THAT SINCE ITS PRIME TARGET WILL BE GOVERNMENT CONTROLLED ENTITIES, ALL SCHEDULING WILL HAVE TO BE DONE IN CONJUNCTION WITH THE MINISTRY OF FOREIGN AFFAIRS. IN PAST MINISTRY INVOLVEMENT HAS SERIOUSLY COMPLICATED PREPARATIONS.

4. JUNE TECHNICAL SALES SEMINAR IN ENERGY SYSTEMS WOULD COME AFTER ZAMBIA ALREADY EMBARKED ON MAJOR HYDROELECTRIC PROJECTS. UNCERTAIN TO WHAT EXTENT SALES SEMINAR COULD INFLUENCE DECISION ON DESIGN OR EQUIPMENT IN FUTURE ENERGY DEVELOPMENT PROGRAM.

5. TARGET AUDIENCE FOR AUGUST CATALOGUE SHOW ON CONSTRUCTION BUILDING EQUIPMENT WOULD BE LIMITED SINCE IT APPEARS AT THIS TIME THAT CONSTRUCTION INDUSTRY WILL BEAR DISPROPORTIONATE BRUNT OF IMPORT STRINGENCIES LIKELY TO REMAIN IN EFFECT OVER NEXT 12-18 MONTHS.

6. IN VIEW LIMITED STAFF RESOURCES WOULD HOPE TRADE PROMOTION EVENTS BE SCHEDULED WITH MINIMUM INTERVAL OF TWO MONTHS.  
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